



**Job Title:** Marketing Manager  
**Supervisor:**  
**Type:** Full Time, Non-Exempt  
**Location:** Fairfield, CT  
**Date:** 8/19/2021

Foundation Source is the nation's largest provider of management solutions for private foundations. We empower people and companies to create a better world with their philanthropy through a configurable suite of administrative, compliance, and advisory services complemented by purpose-built foundation management technology and private foundation experts.

We work in concert with financial advisors, legal and accounting professionals, consultants and family offices, as well as directly with individuals, families, and corporations to bring philanthropic visions to life. As we celebrate our 20<sup>th</sup> year of service, Foundation Source supports nearly 2,000 family, corporate, and professionally staffed foundations of all sizes and has enabled more than \$7 billion in charitable grants.

Please send your resume, including cover letter, to [careers@foundationsource.com](mailto:careers@foundationsource.com). Applications without cover letters will not be considered.

### **Overview/Job Description**

We are looking for a strong generalist to join the Marketing team at Foundation Source as we enter a phase of growth. Reporting to the Senior Director of Marketing, the marketing manager will touch a variety of disciplines and projects as we navigate a brand refresh, a technical product launch and an overhaul of our lead generation engine to help us build our profile in the marketplace and create opportunities for high-impact interactions with clients and prospects.

This role will have responsibility for core interdependencies to create a multiplier effect for Foundation Source among its target audiences of foundation staff and leadership, centers-of-influence such as wealth managers, accounting and legal professionals, and philanthropic advisors, and HNW individuals and families.

### **Responsibilities/Duties**

- Lead event management efforts working cross functionally with various teams to plan, coordinate and execute annual events calendar
- Identify and manage high-value sponsorship opportunities
- Establish and foster industry contact relationships to further partnership opportunities
- Analyze event and sponsorship reach and effectiveness to inform future planning
- Support email lead generation and marketing communication efforts through building, deploying and tracking campaigns
- Coordinate with omnichannel marketing team to optimize campaign components and efforts
- Assist with social media management for both paid and organic campaigns across LinkedIn, Facebook, Twitter and Instagram, including writing engaging posts, identifying optimal post times and ensuring consistent messaging frequency
- Develop strong relationships with internal stakeholders and SMEs
- Manage calendar of activities and coordinate with internal and external partners to plan, schedule and execute on tactics
- Deliver timely reporting and recommendations to be used for Marketing activity visibility across the organization and for adjustments to improve performance of both in-flight and future campaigns
- Cross-training on inbound marketing and marketing automation tools to create bench strength in the team
- Track and operate within designated timelines and budgets, handling processing and invoices
- Help execute internal awareness campaigns and events
- Pitch in to support marketing team members, CEO, leadership team and one-off projects as they arise

**Qualifications**

- Experience in philanthropy or wealth management preferred
- Organizational and project management skills
- Desire to work in a cooperative team environment
- Strong work ethic with interest in feedback and mentoring
- Can-do attitude
- Event management and/or campaign planning experience a bonus

**Educational and Past Experience**

- Minimum 2-3 years of work experience
- Bachelor's degree

**Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

**Note:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.